

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

VOL. II. NEW YORK, OCTOBER 15, 1889.

No. 7.

## MAIL ORDER BUSINESS.

### **TWO ADVERTISEMENTS**

IN THE

## **N. Y. WEEKLY WORLD**

WITHIN THE PAST MONTH

BROUGHT

A PUBLISHER

### **2,238 CASH ORDERS**

IN 4 WEEKS;

A M'F'R OF HOUSEHOLD GOODS

### **2,450 CASH ORDERS**

IN 5 WEEKS.

THE LETTERS ARE NOW IN THE POSSESSION OF THE PAPER.

ONLY FULL PAID-UP SUBSCRIPTIONS ON THE LISTS.

OVER 38,000 POST OFFICES REACHED.

ADVERTISING RATE PER LINE ONLY

## **FIFTY CENTS.**

If You Want Mail Orders

Be Sure It Is On Your List.

RESULTS ARE EVERYTHING.

COMPLETE YOUR LIST.

# THE YANKEE BLADE

Offers Its Advertisers

**515,000** *Copies* **Guaranteed**

**At Only**

**\$2.50 An Agate Line.**

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We Guarantee the Number of Copies Sent Out, and Submit a Sworn Statement of the Number of Papers Issued Every Month.

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We give below respective prices for four of our November issues, together with the number of copies of each issue printed. Please notice that we make a special rate for an advertisement going into all four issues without change:

**Nov. 9, 350,000 Copies at \$1.75 an Agate Line.**

**Nov. 16, 55,000 Copies at 35 Cents an Agate Line.**

**Nov. 23, 55,000 Copies at 35 Cents an Agate Line.**

**Nov. 30, 55,000 Copies at 35 Cents an Agate Line.**

**Total, 515,000 Copies at \$2.50 an Agate Line.**

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No deviation from these rates.

Orders for the issue of November 9

**MUST BE IN BY OCTOBER 28,**

as we go to press promptly twelve days ahead of date of issue.

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**POTTER & POTTER, Pubs.,**

86 & 92 Federal St., Boston, Mass.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. II.

NEW YORK, OCTOBER 15, 1889.

No. 7.

"FREE GRATIS" ADVERTISING.

BY JOHN IRVING ROMER.

If the various communications relative to advertising which are received by a newspaper publisher in the course of a single year, could be collected and issued in book form, a very entertaining as well as a very bulky volume would be the result.

A newspaper seems to be the natural victim of the crank species. A man with a hobby turns to the public prints for aid in exploiting his pet theory, as readily as a duck takes to water. And the cranks who write letters to the newspapers are by no means all local. Thanks to the efficiency of accurate newspaper directories, the modern publisher is in daily receipt of a great many curious propositions from more or less ingenious persons all over the country who imagine that they can turn "the power of the press" to their own private account without paying adequately therefor.

But of all the communications which find their way into a newspaper office there is none so calculated to arouse the editorial ire as an advertising proposition to render something for nothing. Men who make a livelihood by their pens are very apt to place a high value upon their ability, and an editor is quite naturally disposed to estimate his advertising columns and the influence of his journal at a higher rate than the stern facts in the case would warrant. But when some one writes to him and practically says: "I do not consider your paper worth more for advertising purposes than the two cents it costs me to prepay the postage on this letter," why, the editor is inclined, not altogether without reason, to take the matter in the light of a personal affront.

It is an old axiom in the advertising

business that one is authorized in making any sort of a proposition—however inequitable—to a publisher; it is in the publisher's acceptance of a manifestly unfair proposition that the absurdity comes in. To vary an old maxim, the advertiser proposes and the publisher disposes. Of his own voluntary action, the latter cannot reasonably complain.

Take, for example, a passage from a circular letter, lately sent out to newspapers by a Boston concern:

Being among the oldest advertisers in this country, we have patronized nearly all of the papers; and we hope we may be able to so do in years to come.

In view of this fact we feel, about ONCE A YEAR, like asking the papers to give US AS PURE READING MATTER one notice gratis.

It is on the whole gratifying to learn from experienced advertisers that propositions of this nature do not, as a rule, bring in results large enough to pay the postage and other expenses incident to sending out the circulars. Yet there are a few newspapers in the country just philanthropic enough when this Boston house has its annual spasm—which can only be appeased by "pure reading matter one notice gratis"—to render the service desired without any visible remuneration. The reasons given for asking these wholesale favors are absurd upon their face. Past patronage and possible future patronage—*i. e.*, "We hope we may be able to so do in years to come"—surely do not imply any indebtedness upon the publisher's part. It is to be presumed that he performed his part of the former contract acceptably, and any one who is accustomed to looking at the advertising business from the newspaper man's stand-point, will agree that it is not likely he was over-paid for his services. What folly is it then for him to accede to the invitation of shrewd advertisers who have this mysterious but inevitable "feeling" that the journalists of the country ought to

## PRINTERS' INK.

chip in, "about once a year," and make them up a handsome present.

Last month the newspaper men of California held a convention at which a paper was read by one of the members of the association on the somewhat broad theme of "The Relation of the Newspaper to the Advertiser." Among other things, he advocated the putting of advertising on a solid, open, fair basis with no deceits. "Advertisers," said the essayist, "should be given nothing on the grounds of charity. Let the journalist give all he has to bestow in donations of money, and charge for every line of advertising space used in his paper."

This doctrine, it goes without saying, is commendable. If all publishers would only conduct their advertising business on the solid, open, fair basis which is so much applauded in journalistic conventions, the responsible agencies and individual advertisers would be much better suited. But it is to be regretted that there is a noticeable tendency on the part of the newspaper fraternity to give utterance in conventions to high-flown sentiments and then go home and scoop in the "ads." at the best figure that can be secured, quite irrespective of the solid basis which all were so ready to recommend—to others.

AT the present time, when the determination to make money is uppermost in almost every man's ambition, it is recognized, even by those who profess to despise advertising of every kind, that publicity is essential to success. In primitive times a great author dedicated his works to some person of great influence, and thereby secured a hearing. A watchmaker would present a sample of his work to the king, and straightway the royal sanction procured him business. But in this country, where the trade is continually changing, not only from one house to another, but from one street to another, where every one is on the lookout for "bargains," "goods at wholesale," and "goods at less than cost" and "half price," and where the desire to make money without hard labor is the national characteristic, and where the mercantile and trading spirit is the habit and ambition of all classes, a merchant MUST keep his business before the public if he would have the best success.—*J. W. Thompson.*

## WORLD ADVERTISEMENTS.

PHILADELPHIA, PA., Sept. 28, 1889.

To the Editor of PRINTERS' INK:

DEAR SIR.—Recently in discussing advertising with a house who are firm believers in printers ink, and who live up to their belief, by annually using a great deal of newspaper space, I was told that the New York *World* had made a profit, for the year 1887, of over \$800,000. The question arose as to how much of this was made in the advertising department, and also whether a paper like the *World* could be published at a profit without taking any advertisements.

Will you kindly answer, through the columns of PRINTERS' INK, giving us the benefit of your knowledge to tell about what per cent. of the profits of the *World* come from advertising, and your opinion also whether the paper could be published without advertisements. Would the *World* be likely to have more readers if it had no advertisements?

Yours very truly,  
SOLICITOR.

We have heard the *World's* profits rated still higher. It may safely be stated that without advertisements the *World* would have made no profit,—without advertisements the *World* would not have been possible. The price at which the *World* is sold is not sufficient to pay for the paper, the printing and the type setting, let alone other expenses and expected profits. No daily paper is or can be published without advertisements. Advertisements contain half the interest which a paper possesses. Nearly as many people look at a paper for the purpose of seeing some advertisement in it as from any interest in the contents of its reading columns. No story interests so many persons, or interests them so intensely, as the *World's* column of wants. Without advertisements the *World's* readers would be fewer, and its influence vastly diminished.

PAPERS that insert announcements in big type, like small posting bills, or hideous blocks, which it is frequently difficult to know what they mean, carry with them their own condemnation. The proprietors are willing to insert anything at any price, if they can only save expense in production by filling up a given space in the sheet which they send forth as a newspaper. Look at the leading papers in London and the important towns of England. Do we find there that one advertiser is allowed to try to "kill" the other by having the ugliest contrivance to attract attention? Certainly not. All is neat and orderly, and the advertisements are read.—*English Newspaper.*

## A BLIND GUIDE.

An excellent plan for advertisers to test the value of the various advertising mediums in which their announcements figure, is to have different ways of printing their address. Thus they can at once tell, on the receipt of mail orders, exactly what paper to credit the order to. Some large advertisers keep tally of their mail orders in this manner, and they can thus tell to a dot how many orders come through the *Squashville Maverick*, how many through the *Kankakee Clarion*, and how many through the *Wayback Bazaar*. For example—we will suppose a firm dealing in easy chairs, rocking chairs, folding chairs, hammock chairs, invalid's chairs, book-rests, dictionary-stands, etc. This firm, we will say, is formally called "The San Francisco Chair Co., " and its address is "4218 Market Street, San Francisco." In the *Maverick*, its address would be printed: "The Perfection Chair Co., 4218 Market St., S. F." In the *Clarion*, "The Ideal Chair Co., 4218 Market St., S. F." In the *Bazaar*, "The Novelty Chair Co., 4218 Market St., S. F." And so the changes might be rung on half-a-hundred names for half-a-hundred newspapers.—*S. F. Argonaut*.

The names of great advertisers become "household words" through constant reiteration in their advertisements, coupled with the announcement of what they sell. The name and the business become so associated in the public mind, that the mention of one suggests the other.

It would, of course, be advantageous to a firm to be able to trace the exact percentage of orders which comes from each particular source, and, while the plan suggested by the *Argonaut* would possibly gain that end, it practically throws away one of the chief elements in the value of advertising, that of obtaining a wide-spread familiarity on the part of the public with the advertiser's name, in connection with the special want on the part of the public which the advertiser seeks to meet.

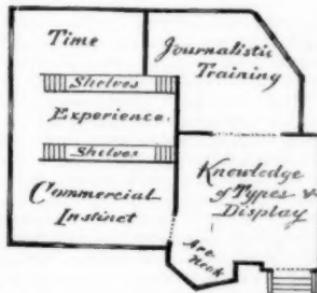
The promoters of various swindling schemes, that are occasionally exposed, are frequently found doing business under many different names with the design of eluding detection by confusing any one who attempted to unmask them.

This fact would of itself throw a certain suspicion of ill odor about a firm adopting such a scheme, even though they might be thoroughly honest and well-intentioned.

It might also happen that a reader of one of these advertisements, contemplating a visit to San Francisco, might decide to visit the establishment of the "Ideal Chair Co., " with a view of seeing the goods before giving his order. He would, on arriving at the given address and looking for the name

he was familiar with, be surprised and probably suspicious when informed by some one in the office of the "San Francisco Chair Co., " that the two firms were "all the same." He might even go away without purchasing; not caring to trade with a firm who advertised under what appeared to be a false name.

"FOOLS BUILD; WISE MEN BUY."



Here is a ground plan of successful advertising:

Time is the commonest thing put into such a plan, therefore time is the kitchen. Who could live in a house without a kitchen?

Experience is a store room of information for the whole house. One of the things stored here is a full knowledge of periodicals and rates. Few realize the value of time and experience. Kitchens and pantries are put in the rear of houses and are last seen, but after all, are most important.

The successful advertiser must have a commercial instinct, where the slices of information and experience, time-cooked, may be masticated and digested to meet the daily requirements of an ever changing state of trade; such a place must be a dining room.

To the sitting room if you please—better if we could call it a setting room, for here are hatched the bright ideas which make the fortune of a successful advertiser.

As the modern hall is expected to invite by its attractiveness to the rest of the house, so the skillful use of types and display attracts the reader to a full knowledge of the advertisement. A picture nook may help.

From the above it would seem as foolish to advertise without skilled help as to go to law without an attorney. Skilled help is better bought than built.—From an advertisement of J. H. Bates' Advertising Agency, in the *New York Century*.

IT may be safely asserted that an advertisement possesses more value when it is first printed than it does on second appearance, and that it lessens in value as it grows stale; hence the importance of frequent changes.—*J. W. Thompson*.

*EDITING ADVERTISING.*

Publishers who have not tried it will be surprised at the advantages to be derived from writing and editing advertisements for their clients.

Perhaps the greatest gain is through the increased influence of the advertisements, its consequent profit to the advertiser resulting in an increase in his space. The publisher or editor may object that it is the advertiser's business to furnish copy for his space, but it is just as true that newspaper salaries are paid for work that will turn in the most dollars.

Where the publisher personally or through his representative comes in close contact with an advertiser, a thing which will usually pay—there are few things that will yield better return on the investment than making some study of the advertiser's business, suggesting ideas for his "ad," and so managing that his space is well used. This is especially true in the case of class papers and others where a single advertiser pays the papers a considerable amount. Not only is the advertiser's investment in the paper made thereby more profitable to him; but he is induced to print in the proper place of his advertising space, very much matter that he would otherwise ask to have used as "locals."

Again the advertising columns of the paper are greatly improved in interest and value to the reader by the frequent changes in copy, especially, if the advertiser is induced to give prices and other definite information about his wares instead of the meaningless generalities or worse braggadocio that so frequently occupy and disfigure the advertising columns. Of course these considerations do not apply to such houses as have expert men in charge of their advertising, but these are relatively very few. The advertiser who uses his space to the best advantage is the exception.

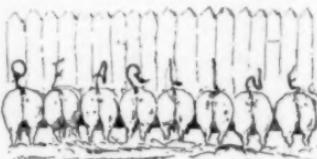
Of course it requires some tact where an advertiser knows it all, or has a very smart young man in the office who has nothing more to learn, but this can usually be managed, and the best and most staying advertisers will appreciate the interest shown and help given. The paper which establishes such relations with its customers and treats them honestly and faithfully has a great advantage over its competitors.

Higher rates can be maintained

where this class of service is rendered. In fact, papers catering to a class of customers that can be developed in this way, can easily fix higher rates. Country papers who have a few large customers and class papers would do well to try the plan.—*E. P. Harris in the Journalist.*

*Art in Advertising*, is the name of a new monthly publication, edited and published by H. C. Brown, of New York City. It "proposes to chronicle all that occurs of interest to the advertiser, and hopes to shed some light on this most difficult and most interesting of business problems." It will not concern itself with the question of rates, but will talk about attractiveness in advertising, effectiveness in composition and kindred subjects. Mr. Brown has made well-known advertisements for "Pyle's Pearline," "Waterbury Watch Co.," "Cashmere Bouquet," and assumes to be an authority on the topics which his paper will discuss.

The following is a specimen of Mr. Brown's ingenuity in preparing what he doubtless considers an attractive advertisement :



A PHILADELPHIA idea recently announced is a scheme to furnish space on postage stamps to receive the advertising name or card of business firms. This has a plausible ring. The discoverer thinks that the Government would derive a handsome revenue for allowing such use of the stamps. We do not think the advertiser would find it very profitable. It would soon be abandoned. If stamps were not cancelled the postage stamp advertisement might serve the poor purposes of a small circular, but the first postmaster into whose hands the luckless stamp comes would disfigure it beyond all recognition as an advertisement for dry goods or corn cure.—*Bristol (Pa.) Journal.*

*AN IMPORTANT QUESTION  
CONSIDERED.*

SHALL A PUBLISHER ALLOW THE AGENT'S COMMISSION TO THE ADVERTISER WHO DOES HIS OWN ADVERTISING.

EVENING EXPRESS,  
PORTLAND, ME., Sept., 30, 1889.

To the Editor of PRINTERS' INK:

DEAR SIR.—For a long time past the *Express* has taken the position of protecting the advertising agents in their discounts, by absolutely refusing to allow it to advertisers placing their business direct. This stand is wholly in the interest of the agent. It is of no benefit to us whatever, except from the fact that it gives agents confidence in dealing with us. It has cost us money to maintain this position, and we think agents should appreciate it.

Saturday last a matter came up that makes it very discouraging to us to attempt to longer maintain the stand we have taken. I desire to call your attention to the matter to learn your views.

One of the leading merchants of this city brought a gentleman to our office, and introduced him as representing the largest concern, in their line, in the country.

He wanted rates for advertising in the *Express*. He had got rates from the other papers here. He was going to get rates from other Maine dailies. We gave him our card rates. He says, "you give agents a discount, I suppose you will give it to us." We declined and stated our reasons. He figured the cost of his advertising according to prices he had got, and says, "I can do this business cheaper through an agency. I can go to Rowell and he will divide his commission with us. I have got to run over to New York and I will see him before placing it. I can, probably, make quite a saving." And he went out.

Now how does that place us? It enabled Rowell to quote that party a price 12½ per cent. less than we offered, and knocks us out of the other 12½ per cent. that we could have secured had we been willing to cut rates. Do you see any profit for us in maintaining the stand we have taken? I don't, unless the agents are willing to do the square thing by us.

We don't propose to have anybody able to quote a less price for space in the *Express* than we can. It is just as profitable to us to allow an advertiser the 25 per cent. as it is to allow it through an agent. If agents are going to use the 25 per cent. to take business away from us, we propose to take business where we find it.

Yours, etc.,  
A. W. LAUGHLIN, Manager.

The *Evening Express* of Portland is an exceptionally sprightly and valuable newspaper. It has a larger issue and sale than any other daily of the State of Maine. It will prove its circulation to any interested inquirer. Its advertising rates are actually low, and are sustained with a degree of exactness and uniformity which is unusual.

Cases similar to the one set forth in the letter from the *Express* are not of infrequent occurrence in newspaper

offices. Advertisers tell the publishers that such and such an agent will divide his commission, and advertisers also say to agents that a certain publisher will make no scruple about allowing him the same commission which is allowed the agent. In both cases it is a mere assertion on the part of the advertiser. There is, however, likely to be a considerable basis of truth for what he says.

Nothing so delights an advertiser as a discount. He will frequently pay \$100, less 25 per cent. or \$75 net, with great cheerfulness, when for the same service he would indignantly decline to pay \$50 net, and publishers who have a sliding scale of rates, as most publishers do—(although the Portland *Express* does not)—often find it better to let the advertiser have his own way, and let him pay for it.

The publisher of the *Express* announces that, for his own protection, he may be obliged to allow the agent's commission to the advertiser who asks for it. We suspect, however, that he will not do so, for he is too good a business man not to perceive that if he allows the discount to the close man who demands it, he should be equally liberal to the generous one who trusts him and pays his rates without question, believing that he will be fairly dealt with. The true policy is either to allow no commission at all to agents or to let the agent do what he chooses with his commission, and tell the advertiser who asserts that the agent will divide it with him: "Well, if he will I shall bye-and-bye have to reduce his commission or cut it off altogether, but in the meantime, if your order comes through him, I shall accept it and allow him the commission. If you give it direct I must receive the schedule rate."

In most cases the advertiser is best satisfied with this flat refusal, and will often give his order then and there: but if he notices any weakness or soreness on the part of the publisher he is tempted to delay giving his order for the mere purpose of seeing what the publisher will do next.

A POORLY worded, improperly displayed and ridiculously ornamented advertisement will fail of effect even when placed in a high-class periodical. It must be in keeping with its surroundings.—*American Bookmaker*.

## PRINTERS' INK.

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A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL &amp; CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

PRINTERS' INK is issued on the first and fifteenth of each month. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers.

ADVERTISEMENTS inserted at Twenty-five Cents a nonpareil line, Twenty-five Dollars a page. First or Last Page One Hundred Dollars, each issue.

NEW YORK, OCTOBER 15, 1889.

ALL business has its origin in wants.

THE object of all trade is to supply wants.

ADVERTISERS should avoid the "cheap" man.

THE papers that are bought to be read are those which have something fresh in them to read. Papers having a ready sale have little difficulty in getting advertisements at a fair price.

MR. R. L. WATKINS, of Prospect, Ohio, offers for sale about \$10,000 worth of due bills signed by publishers in every State and Territory. These due bills are for \$25 each. They "call for advertising space at the advertising agents' net rates with the papers," and have been given in payment for a subscription to the Publishers' Commercial Union of Chicago, Illinois, a company which issues a list of advertisers and rates the credit of each; a sort of mercantile agency. It is remarkable how easy it is to obtain thousands of dollars' worth of such due bills, and how hard it is to dispose of them. It is doubtful if an advertiser could be found to pay 10 cents on a dollar for the lot; or (if he could be found) who would buy another similar lot a year later, at one-half the price suggested. Why this is so would be an interesting question for discussion at State Conventions of editors and publishers.

A PUBLISHER complains, in another column, of a pernicious practice indulged in by the advertising agencies of dividing with the advertiser the commission allowed the agent by the publisher. The remedy for this evil is for the publisher to recognize but one agent in a place, and then to insist that he shall be guided by instructions: failing which he is discharged and another appointed in his place.

AN enterprising Chicagoan who knows a little about the habits of the ordinary New York business man as regards mail matter, has hit upon a scheme which he thinks will at least insure the opening of envelopes containing advertising matter which he is now sending out. Knowing that fully two-thirds of the advertising matter sent through the mails is thrown away by those to whom it is addressed, he sent out advertisements of an accident insurance company in large envelopes, which, besides the address, bore in one corner in large capitals the words "Court Summons." His scheme was effective to a certain extent until Postmaster Van Cott was informed of it.—*N. Y. Paper.*

Devices of this nature are of doubtful value. Few of the people receiving envelopes such as described would be deceived by them, and those that were would probably not have the kindest feelings towards an advertiser who disturbed them, even for moment, by an apprehension of having really received something concerning legal business, which, to nine men out of ten, implies unpleasant business.

THE illustrated advertisement is depended upon to attract attention. It generally shows to good advantage among the other advertisements surrounding it. To produce a proper effect the illustration should, besides possessing some merit as a drawing, be of a class of work that will print well in the ordinary newspaper, and also have some direct relation to the text of the advertisement. Some advertisers seem to have a mania for filling up their space with cuts as foreign as possible to the subject. Pictures—grotesque and comic, views, landscapes, figures and faces, any and every misfit subject that can be imagined is used. The little, old-fashioned cuts of horses, carriages, houses, steamboats,

etc., scattered through the pages of newspapers are probably of more value as an advertising device than these. There have been cases, however, where a cut of an entirely dissimilar nature from the body of the advertisement has been inserted, and produced a result so absurdly incongruous that the whole arrangement has attracted as much attention as the most carefully gotten up advertisement could have done. The fact that these instances have occasionally occurred does not, however, warrant the advertiser in pursuing such a course very frequently. An illustrated advertisement should, in brief, tell its story to every observer. It should catch and please the reader's eye, and serve to fix an impression on his mind. The illustration should be so essentially a portion of the advertisement, that an after thought of it would connect in the mind the illustration, the thing advertised, and, if possible, the name of the advertiser also.

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#### *AMBIGUOUS ADVERTISEMENTS.*

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A certain advertiser wanted "a young man to take care of horses of a Christian disposition;" a shop in a London street exhibited a card warning everybody against unscrupulous persons "who infringe our title to deceive the public;" on the door of an eating-house in London may be read the following announcement: "Sailors' vitals cooked here;" a boarding-house keeper announced that he had a "cottage containing eight rooms and an acre of land;" a dealer in cheap shoes was equally ambiguous when he counseled "Ladies wishing these cheap shoes will do well to call soon, as they will not last long;" still another advertisement announces that "This hotel will be kept open by the widow of the former landlord who died last summer on a new and improved plan," and a manufacturing wire-worker invites the public to come and see his invisible fences.



A PILL maker once offered a £1,000 note to Dickens for a single mention of his name in one of the great novelist's stories.

### News and Notes.

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A correspondent in the New York *Evening Post* of Oct. 7th, says: "Congress meets in December, and if New York cannot go before that body with an agreed upon financial plan and a known obtainable site for the fair, Chicago (with both of these imperatively necessary matters settled), will get the great Exposition."

Mr. Joseph Pulitzer, the editor and proprietor of the New York *World*, offers to be one of twenty-five persons to subscribe \$100,000 each for a guarantee fund of \$2,500,000 for the purposes of the World's Fair of 1892 in New York City.

Charles L. Bartlett, Manager of the Horsey Manufacturing Company since its organization, has become advertising Manager for the Patent Cereals Company of Geneva and New York City, manufacturers of "Rex Wheat," which is now becoming popular as a grain food.

The building of the Elmira (N. Y.) *Advertiser*, which was totally destroyed by fire not very long since, has been replaced, on the same site, by a fine structure containing all the modern improvements necessary for a first-class newspaper, including new Webb perfecting presses and an electric light plant.

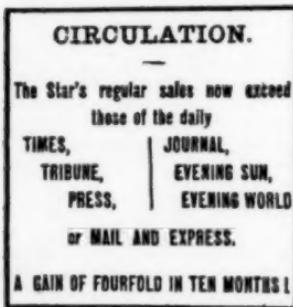
A recent issue of the Philadelphia *Sunday Press*, in speaking of its own weekly sale, says:

"Few newspapers in any land reach the 100,000 round. No newspaper ever reaches it without a just feeling of pride. There are only five Sunday journals in the United States that equal or exceed these figures. Two of them are in New York, two in Boston and the *Press* is the fifth. It has no equal in circulation among Sunday newspapers in Philadelphia, Cincinnati or St. Louis. It happens that the four journals which rival or surpass our figures are of different politics. The *Sunday Press* regularly addresses the largest audience of any Republican paper, Sunday or daily, in the entire country."

The ceremonies attending the laying of the corner stone of the New York *World's* new building were held October 10th. A notable assemblage, including Governor Hill and Mayor Grant of New York, Ex-Secretary Whitney, Thos. A. Edison, Geo. W. Childs, Bishop Potter of New York, and many other distinguished men, was present. Mr. Pulitzer being detained in Europe by illness, his four-year-old son laid the stone.

## IS IT TRUE?

The New York *Star* in its issue of Oct. 5th, and probably in many previous and subsequent issues, prints at the head of its editorial column the remarkable statement of which the following is a reduced fac-simile :



N. W. AYER & SON, of Philadelphia, have issued their American Newspaper Annual for 1889: a handsome book of 1,126 pages; price, three dollars.

It contains a list of all newspapers and periodicals published in the United States, Territories, and Dominion of Canada, with information regarding their circulation, issue, date of establishment, political or other distinctive features, names of editors and publishers, and street address in cities of 50,000 inhabitants and upward, together with the population of the cities and towns, as well as of the counties in which the papers are published; also a second list of the same papers arranged by counties, with a description of each State, Territory and county in the United States, giving the location, area, character of surface and soil, chief products and manufactures; also a list of the press and editorial associations of the United States and Canada with their officers; and, finally, separate lists of the various class publications and newspapers published in foreign languages.

In dealing with the question of newspaper circulations the editor of the Annual announces that :

"Circulations for which affidavits have been furnished have been set in bold-faced type. Those not sworn to by publishers are marked with a double dagger (‡) throughout the book; those

set in Roman figures and unmarked, represent his own estimate.

"The information upon which the revision of the Annual was based was gathered mainly in March, and the circulation ratings were believed to be the average for the three preceding months.

"No circulation is given where the paper has been established during the current year; where the information received was unsatisfactory, or reports conflicting; or where publishers requested omission."

There has been an amount of work devoted to the compilation of this Annual which is creditable to the industry and good faith of its projectors.

It is the only newspaper catalogue published which is not wholly pilfered from the "American Newspaper Directory."

For those persons who are unable to afford the complete "American Newspaper Directory," which is sold for five dollars, this manual is a convenient and valuable publication.

A SINGLE computation of how much it would cost to distribute by the thousand through the mail a commercial note size circular, compared with the cost of circulating through the newspaper an advertisement of the same size, affords an effective demonstration, with the advantage immensely in favor of the newspaper as to cost, and furthermore as to publicity, since in one case the circular must stand alone, while the advertisement is accompanied by reading matter which insures the attention of several persons to each copy.—*Rome Sentinel*.

THE great daily and weekly newspapers, and monthly magazines, are the best advertising mediums. The large newspapers contain the latest financial and commercial news, and full reports of all events of importance in every department of active industry. The readers of the great daily and weekly newspapers include nearly all persons of means in the country, and especially the leaders of thought and public opinion, and persons of enterprise in every walk of life. The magazines are read by thousands who are not regular readers of the papers, embracing the very best of the people.—*J. W. Thompson*.

**COLORED INKS for Type-writer Circulars.**—We manufacture **Inks** for this special purpose—purple, blue, or any specified shade—in cans from one pound upwards. Price, \$1.50 a pound. Address W. D. WILSON PRINTING INK CO. (Limited), 140 William St., New York.

**WITH DICK'S MAILER,** in 10 hours, each of six Experts, *unaided*, fits for the mail-bags **20,000 Inter-Oceans**, 3 a second have been stamped. Undying list "Rights" are **one cent** for every address in weekly average; a mailer, \$10.25. **No agents.** Get your *send off* by writing to inventor, Rev. ROBT. DICK, **Buffalo, N. Y.**

**THE NEW YORK PRESS:** Daily, Weekly and Sunday: The PRESS was first published Dec. 1, 1887. Circulation February 1, 1888, 26,550. Circulation June 1, 45,944. Circulation August 1, 66,482. Circulation September 1, 76,480. Circulation October 1, 90,970. Circulation October 27, 100,064. Circulation November 7, 254,846. Advertisers should observe and use the **NEW YORK PRESS.**

**PATENTS PROCURED** by Charles F. Benjamin, Corcoran Building, Washington, D. C., **for \$65**, including government fees and drawings. Every specification and amendment revised by himself before filing. Send description, with rough drawing or model, by mail. **Preliminary Advice Free.** Specific advice as to patentability or profitableness, \$5 to \$10, often saving cost of application or useless patent. More money than ever in patents, but invention must be something wanted, and specification, claims and drawings thoroughly prepared.

**UNIQUELY sensible ads.** prepared. Confidential correspondence solicited. Honest rates. SHOWALTER, Ed. Ink Bottle, Chicago.

### THE LEWISTON JOURNAL

Has a larger circulation than any other political paper in the State of Maine. The *Evening Journal* issues three editions daily. The *Weekly Journal* has an actual circulation of more than 15,000 copies, and is the only secular paper in the State to which the American Newspaper Directory gives the "Bull's-Eye." [1].

To advertise thoroughly in the City of Lewiston advertisers **MUST** use the *Daily Journal*. To advertise most economically over the entire State of Maine every advertiser is obliged to use the *Weekly Journal*.

Complete files and advertising rates may be found at the office of Geo. P. Rowell & Co., 10 Spruce St., New York, who are the special agents for the *Lewiston Journal*.

### VOLUME ONE

OF

### PRINTERS' INK

**Bound in Cloth and Gold.**

Will be sent, postage prepaid, for **\$3.00**.

The volume embraces the issues of an entire year.

The number being limited, an early application will be necessary. Address the Publishers,

GEO. P. ROWELL & CO., 10 Spruce St., N. Y.

# London "Free Press."

ONLY MORNING  
AND

**Largest Evening Circulation  
In Western Ontario.**

ARRIVES AT DIFFERENT CITIES, TOWNS AND VILLAGES FIVE HOURS AHEAD OF ALL OTHERS.

Rates and Circulation Maps on Application to Advertising Department.

Address

**LONDON FREE PRESS PRINTING COMPANY,  
LONDON, CANADA.**



**THE CLINTON COUNTY  
ADVERTISER**  
HAS THE  
**Largest Circulation**  
AT  
**CLINTON, LYONS and DE WITT,  
IOWA.**

Look at These Figures:

**CLINTON, 627. LYONS, 538. DE WITT, 407.**

**Number of Subscribers inside Clinton County, 2,440**  
**Average List for past Four Months, 3,063**

Affidavits and Copies of Mailing List submitted on application. Address  
**FAY BROS., Lyons, Iowa.**

We have examined affidavits submitted us by FAY BROS., and they show that the average circulation of the CLINTON COUNTY ADVERTISER for four months ending August 31st, was **3,063**. Advertising can be negotiated through us.

**GEO. P. ROWELL & CO., New York City.**

# The Housekeeper.

A JOURNAL OF DOMESTIC ECONOMY.

Published SEMI-MONTHLY, at MINNEAPOLIS, Minn.

**CIRCULATION, 120,000 !**

*Large Quantity. Good Quality. Advertising Space Limited.*

THE HOUSEKEEPER is published on the 1st and 15th of each month. It circulates among the mothers and daughters of the country. Advertisements in THE HOUSEKEEPER adapted to this class of readers bring quick returns.

**ADVERTISING RATES :**

<b>Ordinary Advertising,</b> per agate line, each insertion.....	<b>\$0 75</b>
<b>Reading Notices,</b> per line, each insertion .....	<b>1 50</b>

**SCALE OF DISCOUNTS.**

15 consecutive insertions.....	5 per cent.	500 lines.....	5 per cent.
18 " "	" "	1,000 " "	10 " "
24 " "	" "	3,000 " "	20 " "

Either one of the above scales of discounts may be taken, but under no circumstances can they be combined on the same order.

Copy for advertisement should be in not less than one month before date of publication. We do not guarantee positions.

Advertisements received through any responsible advertising agency.

# SAN FRANCISCO Morning Call,

(ESTABLISHED 1856).

SWORN CIRCULATION:

**Daily 45,360. Sunday 48,680. Weekly 21,500****FACTS.**

That the San Francisco CALL is the leading morning newspaper of California.  
 That its real bona fide paid-for circulation is larger than that of any other newspaper on the Pacific Coast.

That it is unquestionably *the family newspaper*.

That it leads all others in news matters.

That its reliability in all things during the *thirty-three years* of its existence has gained for it the confidence of the public.

That it is not a sensational paper.

That its typographical appearance is equalled by few and excelled by no newspaper in the U. S.

That its clean and pure reading matter makes it welcome in the home circle.

That having the confidence of its readers, *advertisements* in its columns are favorably regarded.

That the leading Eastern advertisers have steadily used it for many years and are still among its patrons.

That the San Francisco merchants who want to reach the purchasing class use THE CALL to a greater extent than any other paper.

That the best and most positive proof of these assertions are the testimonial of the leading San Francisco merchants herewith presented.

**J. J. O'BRIEN & CO.,**

DRY GOODS IMPORTERS.

SAN FRANCISCO, Sept., 1888.

Having been a continuous advertiser in the MORNING CALL for the past twenty odd years, we beg to state that we have at all times considered *it the best medium* used by us for advertising purposes. Result and observation satisfy us that *it circulates in the home circles to a greater degree than any other newspaper printed on the Pacific Coast*. This is so confirmed that we rely almost wholly upon its columns for whatever part of our success in business is dependent upon newspaper advertising. At the present time we are using its columns to the extent of \$30,000 per year.

J. J. O'BRIEN &amp; CO.

**M. J. FLAVIN & CO.,**

THE I. X. L. STORES.

SAN FRANCISCO, Sept., 1888.

We take pleasure in stating that the MORNING CALL is one of the best advertising mediums on the Pacific Coast, *if not the best*. The above facts we prove practically when

we state that we hardly believe that we have been out of that paper three consecutive days in *seventeen years*. M. J. FLAVIN & CO.

**KEANE BROS..**

DRY GOODS IMPORTERS.

SAN FRANCISCO, Sept., 1888.

Having used the columns of the MORNING CALL very extensively for a number of years past, we desire to testify to its effectiveness as an advertising medium. Its general circulation among the public, and *principally in the homes of all classes*, commends it to all judicious advertisers.

KEANE BROS.

**CITY OF PARIS**

DRY GOODS EMPORIUM.

SAN FRANCISCO, Sept., 1888.

We desire to state that for many years we have used the columns of the MORNING CALL as a medium to reach the *homes of all classes* in the community. We value it as one of, if not the very, best advertising mediums in California.

G. VERDIER &amp; CO.

**If you want to reach the HOMES of the people of California,  
you cannot afford to do without THE CALL.**

**NEW YORK OFFICE:  
90 POTTER BUILDING.**

**F. K. MISCH,  
EASTERN MANAGER.**

BROOKLYN HAS OVER 800,000 PEOPLE!

And a Great Many of Them  
READ THE  
**Standard-Union**  
EVERY EVENING.

---

You Cannot Reach These Buyers  
Unless You

**ADVERTISE in the STANDARD-UNION.**

---

*The STANDARD-UNION contains all the features of a Complete Newspaper; under its new management its growth has been unprecedented, and its circulation is increasing faster than that of any other paper in Brooklyn.*

---

Rates are Based Upon Actual Value,

And Results Satisfy Advertisers.

THE  
**Three Telegrams**  
OF  
**Known Circulation.**

---

The combined weekly issue being

**Over 242,000!**

Covers all the interior Cities and Towns of the

**STATE OF NEW YORK**

And a very large portion of

**THE STATE OF PENNSYLVANIA.**

---

**Elmira Telegram, - - - 165,892**

**Harrisburg Telegram, - 42,000**

**Albany Telegram, - - - 35,000**

---

Read by

**OVER ONE MILLION PEOPLE**

Every Week.

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**A. FRANK RICHARDSON,**

SPECIAL REPRESENTATIVE,

567 The Rockery, Chicago. 14 & 15 Tribune B'l'd'g, N. Y.

## Miscellanies.

When times are hard and trade is dull,  
The merchant then who wise is  
Doth not sit down to scratch his skull  
While he a scheme devises  
His trusting creditors to gull,  
But straightway advertises.  
—*Boston Courier.*

**Editor's Wife**—I wonder what can be the matter with Mrs. Smith; she hasn't returned my visit yet.

**Editor (absent mindedly)**—Perhaps you neglected to enclose a stamp.—*Exchange.*

"Why, your joke is at least half a century old," said the editor to the would-be humorist.

"I know that," replied the latter; "but you can head it 'A new joke by Gen. Sherman,' and it will be copied all over the country."

And it was done.—*Norristown Journal.*

**St. Peter**—Haven't I heard your name before?

**Western Boomer**—Of course you have! Everybody has heard of the founder of Husterville, Dakota!

**St. Peter**—You can come in, Mr. Boomer, but you mustn't write any pamphlets about this place. You're liable to make statements that the attractions won't warrant.—*Munsey's Weekly.*

**A**.—Have you heard the latest news? **B**.—No; what is it? **You know Smith, the artist?** I should say so. He is my worst rival. Well, his wife has run off with a freak out of a dime museum.

She has? That's all her husband's doing. That's one of Smith's ways of getting himself advertised.—*From the German.*

**Moneybags**—Advertising, my dear boy, always pays.

**Youngblood**—It hasn't paid me.

"What do you mean?"

"Nothing, except that father advertised me in the papers a while ago, and I haven't been able to get tick anywhere since."—*New York Sun.*

The foreman of the Doodleville *Yelper* office was sick, and, in the absence of that functionary, a tramp printer was making up the forms.

"Mr. Clugston," he said, "there's just room in this column of stuff about Ray Hamilton for a cut of Mrs. Ray."

"I haven't any cut of her," said the editor.

"Haven't you a cut of Adelina Patti that has been used in some soap ad?"

"No."

"No cut of the woman with the artificial nose?"

"No."

"Nor of Lydia Pinkham?"

"I think not."

"What!"

"I am positive we haven't any cut of Mrs. Pinkham."

"That settles it," exclaimed the tramp, putting on his coat and shouldering his bundle. "I thought this was a printing office. I find it isn't. I don't work in no burned blacksmith shop. Good day!"—*Exchange.*

**The Publisher**—Don't you think these patent medicines kill many people?

**The Dealer**—Perhaps they do, but look at all the newspapers they keep alive.—*Life.*

**One of our exchanges** speaks of a millinery store kept by a very estimable lady, and says the editor was gratified to see her stocking up. The editor says he was never so astonished, in his born days, as he was when the paper came out, to meet the millinery lady and have her strike him across the brow with an umbrella, and tell him that he was a har, and that she would tell his wife. He didn't know what she was mad at, and had to read the item over a hundred times to see if there was anything spiteful in it.—*Red Bluff, Cal., Sentinel.*

**Foreman**—You ought to have put a turned rule after this thing.

**Type**—So I did. But the rule was so battered that it doesn't show up in the proof.

**Foreman**—Then throw it away. It's a poor rule that won't work both ways, you know.—*New York Sun.*

**Newspaper Proprietor**—What's the matter with the paper the last few days? There's nothing in it.

**Managing Editor**—Well, the literary editor is on his vacation, but we have in type a column illustrated article about Sullivan's tighting shoes.—*Journalist.*

"No, young man," said the jeweler, "I'm sorry, but I can't give you an advertisement. You see, I'm troubled with heart disease; and my physician has ordered me to stop advertising, so that I may enjoy absolute rest and quiet."—*Jeweler's Weekly.*

**Editor of Dugout City (Kan.) Boomer**—Hello! What's the matter?

**Assistant (wildly)**—Our railroad reporter at Chicago telegraphs that an Eastern man boarded the Westbound train there with a ticket for Dugout City, and he heard the man say something about buying a lot.

**Editor (excitedly)**—Stop the press and get out an extra! We'll have the town wild. Another big beat over the sickly sheet over the way.—*N. Y. Weekly.*

**Our Jealous Contemporary**—The dyspeptic old excrecence who claims to edit the milk-and-mush publication down at the corner of Catfish alley is jealous of our advertising patronage. In a labored article this week in his poorly printed old apology he says that we practice bulldozing to bring advertising. What a liar! The *Kicker* practice bulldozing! The idea is laughable, and if he was worth minding we should walk down to his shanty and choke the assertion down his brazen throat. There used to be several firms here which didn't believe in advertising. We couldn't make 'em believe in it until we went at it and found out that they were composed of gentlemen who had skipped from the East for barnburning, horse stealing, bigamy, embezzlement, etc. Then we wrestled with 'em, and they came to see that the life of trade was in using printers' ink. We simply convinced—not bulldozed. The efforts of our knock-kneed contemporary to smirch the fair fame of the *Kicker* will simply call forth smiles of pity.—*Arizona Kicker.*